

SYLLABUS

- I. COURSE TITLE**
ART 315 **Graphic Design III** **3 semester hours**
- II. PREREQUISITES**
Art 216
- III. TEXTBOOK**
Landa, R. (2013). *Graphic Design Solutions*. Boston, MA: Wadsworth Publishing.
- IV. COURSE DESCRIPTION**
Advanced application of graphic design fundamentals and computer technology, with emphasis on advertising, publication, and project production. Projects in this studio class will focus on graphic design problem solving for business, social needs; as well as pre-press problem solving.
- V. RATIONALE**
The projects for this course offer students the opportunity to practice the hands-on skills needed should they pursue a career as a graphic designer. Emphasis is placed on communicating ideas, offering solutions, and understanding professional practices. Students are encouraged to develop their personal style in a variety of digital media and traditional.
- VI. LEARNING OBJECTIVES AND OUTCOMES**
The major goal of this class is to provide the student with the basic fundamentals of graphic design on the Macintosh computer. Design and execution of assignments related to business and industry will be created using both drawing and related desktop publishing software. This knowledge will be applied to solve publication needs that the student might face in the future in the position as a graphic designer. This course will enable the student to:
- A. articulate the need for and benefits of graphic software in the graphic arts industry,
 - B. identify key concepts related to graphic design and professional document creation,
 - C. distinguish between developmental stages of graphic design documents and the finished camera ready document,
 - D. discuss in general the concepts of professional vector based document creation,
 - E. demonstrate awareness of the need for developing problem-solving skills by creating professional work utilizing graphic software,
 - F. analyze relationship between graphic design needs and available computer software and how it relates to the job market.
 - G. be able to meet pending deadlines and understand the importance of having work completed on schedule and how this relates to the job market in graphic design.
- VII. ACADEMIC INTEGRITY**
It is expected that a student attending Mississippi College will be scrupulously honest. Dishonesty, such as cheating or plagiarism, or furnishing false information, including forgery, alteration or misuse of University documents, records or identification, will be regarded as a serious offense subject to server penalty, including, but not limited to, loss of credit and possible dismissal.

VIII. COURSE TOPICS:

- A. Basic Poster Design
- B. Basic Branding and Visual Identity
- C. Basic Advertising Design
- D. Basic Corporate Design
- E. Basic Tshirt Design
- F. Basic Package Design

IX. INSTRUCTIONAL METHODS AND ACTIVITIES:

Methods and activities for instruction will include:

- A. Lecture/discussion/demonstration
- B. Practical Learning Activities and Projects
- C. Evaluation: Written Critiques
- F. Online questions

X. ASSIGNMENTS:

The student will be responsible for the following:

- A. Reading Handouts and Reviewing Assignments
- B. Class Participation in Discussions
- C. Completing Assigned Documents and Meeting Assigned Deadlines

XI. EVALUATION:

A. Lab Projects	60%
B. Online Questions and Exercises	30%
C. Additional Assignments and Class Participation	10%
	TOTAL = 100%

GRADING SCALE:

- A. = 93-100
- B. = 85-92
- C. = 76-84
- D. = 65-75
- F. = 0-64

I. = A incomplete may be given to a student who has been providentially hindered from completing work required in a course, provided that:

1. Semester attendance requirements have been met;
2. Most of the required work has been done;
3. The student is doing passing work and the student has made prior arrangements with the faculty member to complete the remaining work at a later date. The grade of "I" must be removed promptly or it becomes an F; it cannot be removed by repeating the course."

XII. LIST OF MATERIALS:

Materials list will be provided by the instructor.